Loan Product (Unsecured Loan)

Managed the unsecured loan portfolio
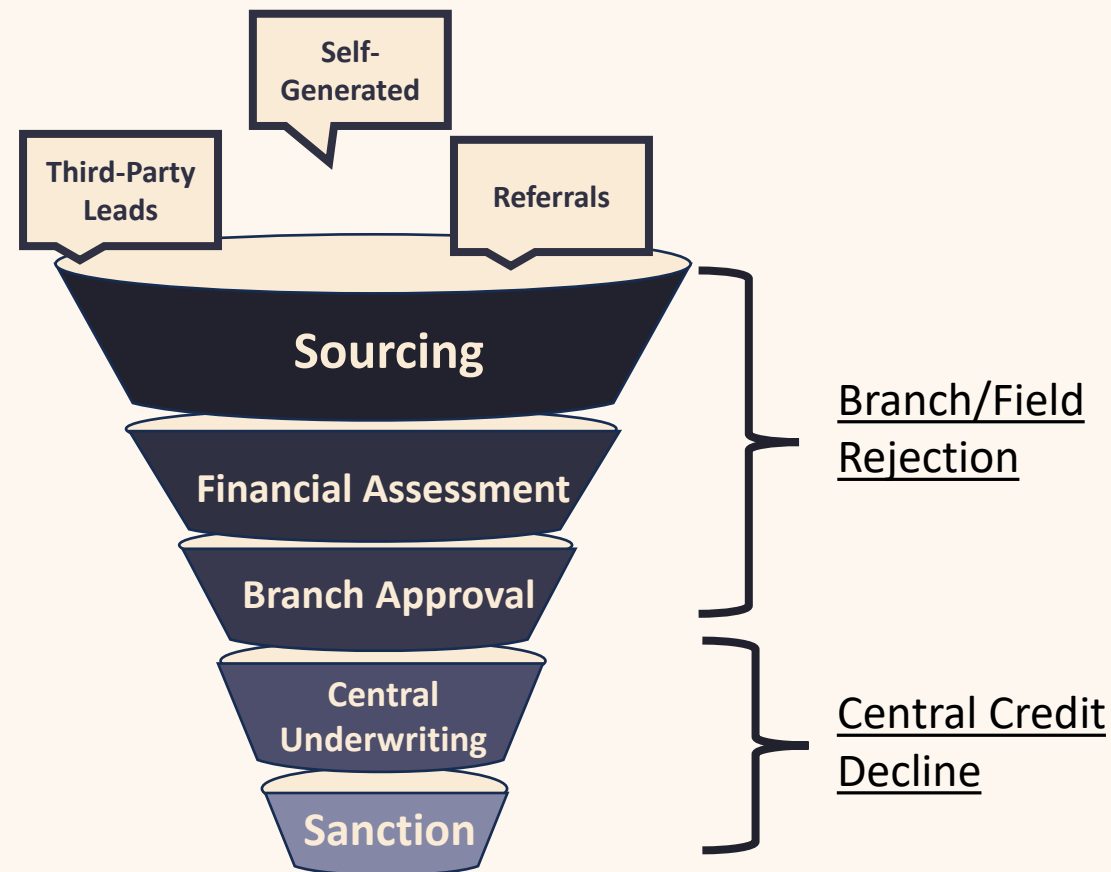
Funnel Optimization

Acquisition Funnel Optimization

- The Acquisition loan processing funnel for the unsecured Loan product had six stages:-
  - ✓ Lead Channel:- This corresponds to the channels through which leads could be acquired which included third-party leads, using field force for acquisition and accepting referrals through our Aye App.
  - ✓ Sourcing:- This stage is when a prospect's interest in our loan products is generated.
  - ✓ Financial Assessment:- This stage is to assess a customer's credit worthiness and conducting reviewing the business parameters.
  - ✓ Branch Approval:- This stage is where the Branch Head/Branch Manager decisions the case and send to central team for final underwriting.
  - ✓ Central Underwriting:- At this stage central credit team calculates and reviews the FOIR, IDIR and Minimum Loan Eligibility.
  - ✓ Sanction:- At this stage, the case is either sanctioned or declined on the basis of the ratios and KPIs calculated and assessed in the previous stage.
- The Acquisition Funnel has 'Lead Channel' as the major business origination point and main drop-off points as the 'Branch Approval' stage and at the 'Central Underwriting' stage.
- As a Product Manager, my role was to improve Lead Generation to generate more business and to reduce drop-offs so as to increase the business month-on-month.
- To achieve the same, I drafted KPIs to monitor the entire funnel to ensure that through increasing the number of superior leads more business can be generated.

Self-Generated

Third-Party Leads

Referrals

Sourcing

Financial Assessment

Branch Approval

Central Underwriting

Sanction

Branch/Field Rejection

Central Credit Decline

Management of Loan KPIs

•Responsible for improving lead generation rate (number of leads generated in a month) through various channels.

•Improved lead generation by 10% in three months by conducting trainings, targeting setting and running campaign and incentive plans.

•Spearheaded the project of reducing branch rejection rate by implementing training programs on product guidelines and policy and ensuring creditworthy customers are tapped.

•Also, helped running informational campaigns for customer education and engagement.

Lead Generation Rate

Branch Rejection Rate

Sanction Rate

Loan Processing TAT

•Was responsible for improving sanction rate for which collaborated and negotiated with credit team on credit policies using data analysis.

•Helped improve the sanction rate by 5%.

•By focusing on Branch Rejection Rate and focusing on reducing deviations, helped reduce loan processing TAT from 10 days to 7 days for 90% cases

•This was achieved by conducting trainings in outlier branches using data analysis..